Rose Bowl Stadium (Cosariena Stadium)
1001 Rose Bowl Drive
Pasadena
Los Angeles County
California

HABS No. CA-2267

HABS CAL 19-PASA, 14-

PHOTOGRAPHS WRITTEN HISTORICAL AND DESCRIPTIVE DATA

Historic American Buildings Survey
National Park Service
Western Region
Department of the Interior
San Francisco, CA 94107

HISTORIC AMERICAN BUILDINGS SURVEY

HABS CAL 19-PASA, 14-

ROSE BOWL STADIUM (Pasadena Stadium)

HABS No. CA-2267

Location:

The Rose Bowl stadium is located in the approximate center of Brookside Park, a municipal park nestled in the Arroyo Seco area of Pasadena, California. The stadium is situated in the flat valley of the arroyo among other public amenities, including a golf course and baseball diamond, with residential neighborhoods located in the surrounding hills. The stadium grounds are bounded by Rosemont Avenue on the east, West Drive on the west, Seco Street on the south, and a municipal golf course on the north.

U.S.G.S. Pasadena Quadrangle, Universal Transverse Mercator Coordinates: 11.392450.3780460

Present Owner:

Rose Bowl Operating Company

Present Occupants:

Rose Bowl Operating Company

Present Use:

Public Stadium

Significance:

The Rose Bowl stadium is of outstanding significance in the history of American recreation as the long-term site of the oldest and most renowned post-season college football "bowl" game. The Rose Bowl game has been held annually every New Year's Day since 1916, and in the Rose Bowl stadium since its completion in 1922 (except for one year during World War II). The stadium is also the primary historic manifestation of the civic work of the Pasadena Tournament of Roses Association, the sponsor of the city's famed annual New Year's Day flower festival that dates from 1890. The bowl game grew out of athletic events that have been a significant part of the festival since its founding. In addition, the Rose Bowl stadium was a venue for both the 1932 and 1984 Olympic Games and for the 1994 World Cup. It has also been the site of numerous important public events including political rallies, concerts, religious services, and graduation exercises.

Physical Context of the Rose Bowl Stadium

The Rose Bowl stadium is located near the center of Brookside Park, a municipal park in the Arroyo Seco area of Pasadena, California. The arroyo is a dry riverbed that was used as a city dump prior to the time the stadium was built. The stadium is situated in the relatively wide bottom of the arroyo among other public amenities and recreational facilities, while residential neighborhoods overlook from the hillsides to the east and west. The linear valley area is bounded by Rosemont Avenue on the east and West Drive on the west. The area immediately surrounding the stadium is dominated by paved and unpaved parking lots as well as lawns which provide additional parking during events and as recreational space otherwise. Presently, nine ticket booths near five separate entries are located outside the fence that encompasses the stadium.

North of the stadium is an artificial pond, clubhouse, and parking structure which were built in the mid-1960s as part of a master plan for the Rose Bowl. Four bridges lead from the parking lot west of the stadium over a flood control channel and to another parking lot. Further north of the stadium is the Brookside Golf Course, and south of Seco Street are other park facilities.

Description of the Rose Bowl Stadium

Description of the Original Stadium

The Rose Bowl stadium, built in 1922, was designed as a true ellipse on a north and south axis. The southern end of the stadium was left open, creating a horseshoe-shaped plan. The method of construction used for the stadium was the cut and fill technique. Soil was excavated from the valley of the Arroyo Seco. Half of the stadium was placed below grade, and the excavated material (fill) was used to create a berm upon which sat the banks of seats on the interior. On the exterior, the slope of the fill was landscaped with 16,000 rose bushes. At the bottom of the slope was a low arroyo stone retaining wall which was interrupted at regular intervals by twenty-two concrete tunnels. Twenty of the tunnels provided access to the interior of the bowl. These tunnels were each seven feet wide and were located between the lower and upper seating tiers. The remaining two tunnels, each twelve-feet wide, sloped down to the field for the football teams. They were placed in the corners of the ellipse on the north end of the stadium. The original dressing rooms were located adjacent to the outside entrance to the two exit tunnels.

Because the shape of the stadium is a true ellipse, no row of seats is a straight line. The rows formed two main tiers which gently sloped to create the bowl effect. The stadium's original seating capacity was 57,000 with seventy-seven rows of seating, with more seats on the eastern and western sides. In addition to the tunnels, the floors for the box seats and the walls separating the bleachers from the box seats were constructed of concrete. The bleacher floor was constructed of recycled lumber from the Tournament Park bleachers. The bleachers were made of pine.

Alterations and Additions to the Stadium

Because of the great interest in the Rose Bowl game every January, there was need for a place for accommodations for the press. A simple wood-framed press box with a shed roof stood on the west side of the seating. Photographs from the 1920s show temporary press boxes on the sidelines of the field.

In 1928, the open southern end of the stadium was enclosed using reinforced concrete construction instead of dirt fill because there was not enough fill to support the many rows of seats to be added. This addition provided 19,000 more seats, bringing the capacity to 76,000. Four tunnels were added to the original twenty-two tunnels. Restrooms and a fence around the stadium were also part of the additions at this time.

Lighting was added to the stadium in 1929 when six sixty-five foot steel towers with floodlights were erected on a reinforced concrete foundation. Scoreboards were constructed at the outer rim of the stadium at the north and south ends. In 1930, the original wooden bleachers were replaced and the stadium was reconstructed with reinforced concrete, adding 7,677 seats to bring the total capacity to 83,677. The seats were made of cedar cut into nine strips which were bolted through and fastened to steel brackets set in the concrete. Two new tunnels were built, bringing the total number to twenty-eight. The 1930 reconstruction also included a new concrete-framed press box which replaced the original box on the west rim of the stadium. The main portion of the press box was five bays wide and flanked by roofed, open-sided wings extending to the north and south.

A Works Progress Administration (WPA) project initiated in 1936 was responsible for more improvements, including construction of a fence surrounding the stadium to replace the earlier fence; four pedestrian bridges (two across the Arroyo Seco channel and two inside the enclosure crossing the main drive tunnels at the south end of the stadium); construction of four restrooms inside the fence and several more outside the fence in the parking areas; and completion of the landscaping. The terraced rock walls that serve as planters for a variety of trees, roses, and other plants were most likely constructed during this period. These walls are located above the original arroyo stone retaining wall.

According to Tournament of Roses records, 4,000 more seats were added in 1937. The next major enlargement of the stadium was in 1949 when seating structures were added (10,733 seats) at the north and south rims, raising the outside rim to a uniform elevation. At that time, the Tournament of Roses Association recorded a total of 100,531 seats: 94,310 in the grandstands; 2,176 in boxes; 334 in the press box; fifty-six in the radio booth; 3,335 in the temporary end stands; and 320 for bands. As the seating structure for the south end of the stadium was being built, circular concrete columns were added to support the upper tiers. The neon "Rose Bowl"

sign on the reverse side of the scoreboard on the south end was installed in 1949.

The next significant alterations were made in 1961 when a large new two-story press box replaced the second press box. Steel was used for the entire structural system of the press box and its elevator. Steel decking was also used for the floor and roof systems. The structure was located on the western rim of the stadium and was 285 feet long with a usable roof area. Three bridges, one from each level, connected the press box with the elevator tower. Two continuous bands of flush windows opened to the stadium, while the west facade and elevator tower were clad in metal with few openings. Scoreboard faces had been altered once again by 1961.

Another Rose Bowl improvement plan was put into effect by the City of Pasadena in 1969. The stadium's wooden benches were replaced with aluminum seating. Ganged metal seats with backs and folding seats were installed on concrete risers at the front sections on the east and west sides, following removal of the box seating. New lighting was installed in 1969-1970 with the latest technology at the time to bring the bowl up to par with other stadiums and to make the stadium available for more evening events.

A banked running track was constructed on the perimeter of the field in 1972. Additional permanent seats were installed in the north and south ends, increasing the seating capacity to 104,594. In 1973, new team locker rooms and an adjacent multipurpose media room were constructed under the south end of the stadium. Also in the 1970s, the field was enlarged by modifying the inside perimeter of the stadium; seat backs were added to all benches except for those in the north and south ends; and the locker rooms were remodeled.

In the 1980s, the locker rooms were remodeled again and stadium speakers were replaced. A major seismic strengthening project was completed in 1982. The work included new concrete footings for existing concrete columns, a concrete colonnade, supporting beams under the upper seating sections on the south end, and concrete shear walls. In honor of the seventy fifth anniversary of the Rose Bowl, the Chrysler Corporation funded the construction of the Court of Champions in 1989. Travertine marble veneer and bronze plaques were attached to the concrete shear wall at the south facade as a monument to past and future Rose Bowl teams.

Stadium lighting was replaced again in 1992. In the same year, the fourth generation press box was constructed, using the skeleton of the 1961 structure, adding a third level, new exterior walls, and all new interior facilities and finishes. The capacity was increased from approximately 350 to 900 persons. The playing field was widened in order to accommodate World Cup Soccer in 1994, altering seating configuration at the corners of the ellipse. The two original exit tunnels at the northeast and northwest comers were reopened as part of the work completed for the World Cup.

As part of the WPA scheme, a new administration building and ticket office, located between Tunnels 1 and 28, was built in 1940. It was a freestanding structure under the stadium frame. There was a lobby in the center, work rooms in the back for ticket salespeople leading to ticket windows with grilles, two offices for the manager and staff, rest rooms, and a solid concrete vault measuring ten by twenty feet. The City of Pasadena's Park Department designed the wood frame and stucco structure which measured fifty-two feet in width and seventy-six feet in length. A later addition measuring fifty-four feet wide by thirty-four feet deep was built in 1947, east of the earlier building.

Other outbuildings on the Rose Bowl site were built as part of larger improvements projects for the stadium. In 1927-1928, the following structures were built: two team rooms, four toilets, one radio room, one scoreboard, one storage room, and one temporary hospital. Another new radio room was built in 1930, and a pay room was erected in 1936. A few rest rooms and concession stands built between 1935 and 1938 were designed by Myron Hunt and H.C. Chambers. Two wood framed, stucco clad rest rooms measuring fifty-six feet by fifteen feet and one thirty-seven and one-half feet by sixteen feet wood frame concession stand were erected in 1937/1938. A Hall of Fame building was located in a room under the bowl. Building permits show additions were made to the building in 1950 and it was re-roofed in 1962.

Current Features and Appearance of the Stadium

The Rose Bowl, elliptical in plan, is a sports stadium built with reinforced concrete and cut and fill construction. The stadium's south end is also supported by steel bridge construction and the circular concrete columns that hold up the upper tiers of seats. The stadium's measurements are: 880 feet from the north to south rim and 695 feet from the east to west rim. The rim circumference is 2,430 feet.

The stadium has few exterior and interior decorative features, the dominant exterior feature being the columns on the south end. On the reverse side of the scoreboard, also located on the south end, is the sign that was installed in 1949. The back of the scoreboard, finished with painted cement plaster, appears as a rectangle with a gable resting on top of the center portion which steps up once. The words "Rose Bowl" are attached in cursive neon letters across the surface with a single red rose, also of neon. Below the sign, travertine marble veneer and bronze plaques attached to concrete shear walls highlight the south facade's Court of Champions.

There are seventy-seven rows of seats with a capacity of 100,092 (92,981 numbered row seats; 5,820 lettered row seats; 1,087 press box; and 204 seats for the disabled). Because of the shape of the stadium, there are no seats in a straight line. The slope of the two main tiers slightly increases incrementally from front to rear to give the stadium its bowl-like effect. All seats are aluminum and those on the east and west sides have back rests. Row numbers are marked by terra cotta tiles cut into the concrete treads. Access to seats for spectators is provided by twenty-eight tunnels that lead from outside the stadium to the level between the two principal tiers. Athletes enter and exit the field through two large tunnels in the southeast and southwest corners of the stadium. A locker room is located next to each large tunnel. The original two exit tunnels in the northeast and northwest corners were not used for decades and were recently opened for World Cup Soccer in 1994. The south end addition is evident at the diagonal construction joints near tunnels 1 and 22. Pipe railings separate the seating areas from the field. There are two scoreboards with red clay tile roofs, one is located on the north end and the other on the south end. The grass field is used for both football and soccer.

The press box is a steel framed, stucco clad structure located on the west side of the stadium. It was altered extensively in 1992 as discussed previously. It rises three stories above the rim of the stadium and the roof material of the various masses which make up the structure is finished green standing seam sheet metal. An elevator tower dominates the west elevation of the stadium. At the base of the tower is a one-story lobby covered by a pent roof. A colonnade spans the front of the lobby. Six round columns on square bases support the wide entablature of the roof. The tower rises an additional five stories from the ground level lobby. The elevator tower and the main structure are bridged at the upper three stories. The top story of the tower is distinguished by recessed panels decorated with metal grids and topped with a hipped roof. Stairways are

contained in two towers at each end of the main structure, which is covered by a hipped roof. Continuous bands of sliding windows run the length of the press box on the east side and provide unobstructed views of the playing field.

A wire fence encompasses the stadium, interrupted by seven entrance gates with turnstiles and four other gates for autos, employees/participants, emergency vehicles, and the disabled.

Two arched pedestrian bridges that cross over the two main tunnel entrances on the south side of the stadium provide easier access for spectators. The concrete bridges have low concrete wall railings and stone abutments.

Outbuildings dot the area between the fence and the stadium. Seventeen restrooms and six concession stands, all rectangular in shape, can be found inside the fence that encompasses the stadium. Many are wood framed, stucco clad buildings with red clay tile roofs or composition shingles, while others are constructed of concrete. Roof forms are side gabled with a low pitch, shed, or hipped.

The Administration Building is situated between tunnels 1 and 28 in the southeast part of the stadium. The building has been altered extensively since 1940 and 1947, but retains its general rectangular plan. It is no longer used as a ticket office, hence the original, small ticket windows on the west and east facades have been encapsulated, but the grilles are intact. The one-story, wood frame, stucco clad building has a flat roof with a parapet. The front facade (southeast elevation) has a centrally located, recessed, non-original entry door with a stained glass panel, also non-original; and two vinyl-coated aluminum frame windows. Above the entry and windows are stationary wood louvers which cover original wood frame, single pane sash windows with the glass painted over.

The tiers of arroyo stone walls that surround a good portion of the exterior of the stadium serve as planters, predominantly landscaped with eucalyptus trees, olive trees, oleander bushes, and rose bushes. Much of this vegetation covers the walls of the stadium.

HISTORIC CONTEXT OF THE ROSE BOWL STADIUM

Introduction

As with all buildings, the Rose Bowl stadium stands, not just as a functioning entity, but as a system of symbols for the cultural values of the people who conceived it and built it. It stands as an emblem of the early years of American football, and the wildly growing popularity of the sport in twentieth century American life. As the first college "bowl" game, the Rose Bowl football game is the antecedent to the Orange Bowl, the Cotton Bowl, the Sugar Bowl, and the Gator Bowl -- and is thus affectionately deemed "the grand daddy of them all." It continues to rank as the preeminent college football game in the United States, an annual testament to the enduring significance of college football in American life.

The Rose Bowl is not only a football stadium, it is also a civic monument, a physical manifestation of a small city's ambitions, and a central player in the ancient human drama of a festival. The civic leaders of the Tournament of Roses festival had, since its founding, been determined that Pasadena should make its mark on Southern California, even national life. The building of the Rose Bowl stadium was the culmination of these civic ideals, designed, in part, to put Pasadena on the map.

The Rose Bowl football game is the last in a series of events in the annual Tournament of Roses festival, conceived by its founders as an opportunity to celebrate and promote the warmth of Southern California winters. The crowning of the Rose Queen and Court, the Rose Parade, and athletic events have always been a part of the festival, which has included a football game every year since 1916. The parade officially ends at the stadium, and the Tournament's Grand Marshal and Rose Court take part in ceremonies there. It is an integral site in the festivities, the culmination of "America's New Year's Celebration."

The Tournament of Roses Festival

On January 1, 1890, four years after the incorporation of the City of Pasadena, the first Tournament of Roses festival was held. Pasadena had already established itself as a genteel city - a winter home for wealthy families, a regional resort, and an upper income residential enclave with a small-town feel. Members of the Valley Hunt Club, a prestigious private club in Pasadena, decided to hold a New Year's festival to celebrate the warm winter climate of Southern California. Professor Charles Holder and Dr. Francis Rowland, two distinguished civic leaders, led the charge to establish an event so beautiful, it would attract tourists, residents and investors to the young city. A committee was established, which determined that the display of oranges and flowers, particularly roses, would be a major feature of the event. The 1890 invitation reads: "Ladies and Gentlemen are requested to bring with them to the Park, all the roses possible, so that strangers and tourists may have the full benefit of our floral display." (Tournament of Roses, The Rose Bowl Game, Our First 70 Years, p.2)

The first festival included a tourney of rings, an old Spanish game that reflected the Spanish Colonial heritage of the area, footraces, tug-of-war races, and jousts. Revelers held a small parade when they arrived at the festival grounds, decorating their carriages with an abundance of local flora.

The next year, the Hunt Club invited all fellow Pasadenans to participate, set-up a competition for the best decorated carriage in the parade, and created a theme for the event. The seeds of the present day spectacular Tournament of Roses parade had been sown. In 1894, the first public reviewing stands for the parade were built, and the earliest floats graced the event. Foot races, polo matches, and bicycle events concluded the day.

The annual festival continued under Valley Hunt Club sponsorship until 1896. It had become such a spectacular success, it was too cumbersome for the small club to handle. On September 7th of that year, at a town meeting of the citizens of Pasadena, the independent Tournament of Roses Association was formed. Run exclusively with private money and a mostly volunteer staff, the Association has grown to one of the most well-organized and effective civic organizations in America, now counting nearly 1,000 volunteers as its foundation.

From its first year, the Tournament festival delighted local residents (nearly 3,000 attended) and drew widespread press attention. Beginning in 1900, film footage of the parade was distributed to every region of the country, planting an image in the nation's mind of an Arcadian Pasadena that is still the prevailing view. The Tournament quickly became one of the largest tourist attractions in Southern California, drawing tens of thousands of visitors by the turn of the century. The intention of using the Tournament as an annual promotion for the city of Pasadena was wildly successful.

In 1901, James B. Wagner, president of the Tournament Association, proposed that the increasingly popular sport of college football replace the various athletic events that were held as part of the festival. American college football had been founded in New England in the 1860s and 1870s as a hybrid of the English games of soceer and rugby. In the next few decades, interest in the game spread to other regions of the country and its rules evolved and became standardized. By the turn of the century, football had become completely Americanized and had begun to capture the attention of the American public.

Wagner's suggestion was thus adopted and on January 1, 1902 the first Tournament of Roses football game took place. Wagner was confident that a football match pitting an Eastern college team against a Western college team would draw more spectators than had previous athletic events and therefore boost revenues. On this score, he was certainly correct. The game was a sell-out and profited over \$3000 for the Association. However, the powerful Michigan team was much better prepared than the nascent Stanford, and the West Coast school lost the game forty-nine to zero. Fans were so disappointed and Western teams were so intimidated, it would be another fourteen years before another similar match could be arranged. A variety of athletic events returned to the festival for New Year's Day, 1903.

For the 1904 event, an inspired fan suggested holding Roman chariot races, like the ones richly detailed in the then best-selling novel *Ben Hur*. The Tournament Association readily embraced the idea, and for the next eleven years, horse-drawn chariot relays dominated the festivities following the parade. The 1904 races attracted 6,500 enthusiastic fans, and the popularity of this spectacle continued for several years. By the mid 1910s, however, the events had been marred by a series of injuries and more importantly, the Tournament leaders felt that the races weren't getting the national and international attention that the Tournament of Roses festival deserved. For the 1916 festivities, it was decided to give a football match another try. It was to be a fortuitous decision.

The 1916 Tournament of Roses football game redeemed West Coast college teams when Washington State, led by its flamboyant coach William "Lone Star" Dietz, beat Brown University fourteen to zero. The game, however, was not such a financial success. The event lost spectators, and thus \$11,000, due to inclement weather on one of the few rainy days in Tournament history. Nevertheless, festival officials sensed public demand and the increasing popularity of college football and determined that the East-West game, as it was then called, would continue. The first post-season college "bowl" game (although that term was not yet used) was born.

Western football gained further respect in 1917, when Oregon beat the University of Pennsylvania fourteen to zero. Over a million people poured into Pasadena for the 1918 and 1919 Tournament of Roses festivals, with tens of thousands attending the football games.

Rose Bowl Stadium HABS No: CA-2267 Page 12

In 1920, William L. Leishman, a community-minded entrepreneur, was elected president of the tournament. By this time, the East-West game had become wildly popular and was selling-out the small Tournament Park stadium in East Pasadena in which the game was held. Leishman accepted his presidency with the knowledge that, if the East-West game was to gain in prestige, it would need a new home.

HISTORY OF THE ROSE BOWL STADIUM

The New Stadium

On March 5, 1920, the following resolution was adopted at a meeting of the Tournament of Roses Association:

"Resolved. That it is the sense of the directors of the Tournament of Roses Association that immediate steps should be taken to build a stadium in the city of Pasadena to seat not less than 100,000 people." (Pasadena Evening Post, 3/6/96)

William L. Leishman, president of the Tournament in 1920, was determined to set the wheels in motion for the construction of a new stadium to accommodate the growing dernand for seats at the annual football game. He convinced his fellow directors of the importance of the project, enlisted the support of the full Association, and formed a stadium committee. The three major issues to be considered were the designer of the stadium, its site, and financing.

Leishman's friend Myron Hunt was a distinguished local architect and a Pasadena civic leader in his own right. A member of the Tournament Association, Hunt had won first prize for his design and decoration of a Rose Parade float for the Maryland Hotel in 1910. He was a natural choice to head the design team for the new stadium and was quickly contracted as architect.

Hunt had been born in Massachusetts in 1868, and unlike most other Southern California architects at the time, was well-educated and well-traveled. After graduating from the Massachusetts Institute of Technology in 1893, he and his wife studied European architecture on a two year tour around the continent. He then moved to Chicago, the center of progressive American architecture, and practiced there for eight years. While in Chicago, Hunt worked for some of the largest and most prestigious firms in the city and befriended many of its most important architectural practitioners -- including Frank Lloyd Wright, Robert Spencer, Dwight Perkins, and George Dean.

Hunt moved his family to Pasadena in 1903 in an attempt to treat his wife's debilitating tuberculosis. Within a few months he had set-up an office in downtown Los Angeles and owing to his education and reputation, quickly developed a loyal clientele. Within a decade of his arrival in Southern California, he had designed several buildings for Throop Polytechnic Institute (later the California Institute of Technology), the grand home and library of railroad magnate Henry L. Huntington, much of Occidental College, and numerous other private residences and public buildings in the area. By the time Hunt had received the commission to design the Pasadena Stadium, he was one of the best known and most respected architects in the region.

With Hunt's help, the stadium committee considered several sites for the new construction. Possible sites included Tournament Park, the existing site of the Tournament's athletic events since the 1890s (later part of CalTech), and several areas within the Arroyo Seco, a dry riverbed in west Pasadena. Lathrop Leishman, son of William, and later a president of the Tournament, remembered the day that the committee visited the Arroyo:

They took a Tournament committee down to the east bank of the Arroyo, about where Chandler School is now, right in that general location. Mr. Myron Hunt took a piece of what was then called Upson board, a paper board similar to plaster board. It was four feet by eight feet, and he cut a hole in the middle of it and held that out over the edge of the Arroyo Seco. When you looked down at the board, you could see this hole in the middle, and that's where the Bowl [could be sited]. Then the parking would be all around it where the rest of the board was. At that time the Arroyo Seco was a dump and it was full of squatters who raised goats and horses and donkeys down there. There were snakes and gophers and trash and boulders... Every winter when they had a big storm, the water would come through there and clean it all out, and take it to Long Beach. (Pasadena Oral History Project, p. 52)

Despite the fact that the Arroyo had been used as the city dump for many years, Hunt was able to convince the stadium committee, and the Pasadena community at large, that it held great possibilities. Hunt had big dreams for the Arroyo, envisioning a great urban park filled with equestrian trails, amphitheaters, golf courses, paths, and vistas...[Hunt] planned to utilize the natural beauty of the arroyo and add only native plants, which he loved and admired. (Muntz, p.59) In a public meeting held in May of 1920, there was consensus that the Pasadena Stadium should be situated in the Arroyo Seco. The site was spacious enough to accommodate a large stadium and its growing parking needs as well as being accessible from all directions. In a complicated financial arrangement, the Tournament traded Tournament Park (which they had purchased in 1897) for a thirty acre site in the Arroyo.

The Tournament Association opened offices in Pasadena to coordinate the stadium committee's fundraising campaign. It was determined that the venture would be financed by offering box seats for a ten year period at one hundred dollars each, and bleacher seats for a five year period at fifty dollars each. The total budget for construction was originally estimated at \$750,000.

As the finances were being raised, Leishman and Hunt began investigating possibilities for the design of the stadium. In the Beaux Arts tradition, they began to research "the successes of both the recent and distant past." (Hunt, California Life, p.15) They traveled to several of the better-known contemporary American stadia, visiting the University of Washington, Stanford, Harvard, and Princeton. In July of 1920, the Pasadena Star News reported that Leishman had traveled to

his home town of New Haven, Connecticut and had been greatly impressed with the new Yale Bowl. He appreciated the spaciousness of the site, leaving room for automobile parking and easy entrance and exit of traffic. Leishman was quoted as being excited by other aspects of the New Haven stadium as well:

Another feature of the Yale Bowl which impressed me favorably was the fact that the field and the stands dip into the ground, and that the entrances from the ground level outside penetrate the amphitheater mid-way in the tiers of seats. Thus the top rows and the bottom rows are an equal distance from the exits, yet outside the exits are on ground level. (*Pasadena Star News*, July 20, 1920)

Hunt, trained in the Beaux-Arts tradition, studied the theaters and stadiums of the ancient Greeks and classical Roman amphitheaters. He noted the economy of Greek construction, as their theaters and stadia were built in geological depressions or on the side of a hill, with seats carved into the slope. He admired the pure elliptical geometry of many of these structures. In his article "The Pasadena Stadium," Hunt writes: "The Greeks discovered that the true ellipse...brought the line of vision for each spectator more nearly uniform than any other shape could produce." (California Life: p. 15)

As a result of travel and research, Hunt began designing a stadium that learned from both ancient models and the successes of the contemporary Yale Bowl. In the winter and spring of 1921, plans for the new stadium were officially announced. It would lie on a north and south axis, and would be built into a depression carved out of the arroyo. It would be perfectly elliptical in plan, and Hunt would brag that it was the first such stadium plan since ancient times (the Yale Bowl is actually a combination of semi-circular segments). The seat-rise was curved as well, creating an ellipse in section as well. The first tier had an eight inch riser, and the riser of each succeeding tier had a constant increase of six hundredths of an inch, with the final tier at thirteen inches above the tier below.

The stadium itself would cover fourteen acres and would be surrounded by sixteen acres of open space. A river channel used as run-off during heavy rains, which ran right through the site, would be re-directed.

The stadium would be 1,100 feet long, 640 feet wide, and seventy-two feet high on the sides. There would be a greater mass of seating on the east and west sides, which proved to be the most popular seats in a study of aerial photographs of games in other stadia. This would provide for an extra twelve to fifteen thousand seats. There would be twenty-two seven foot wide tunnels for entrance and four large exit tunnels. The exterior walls of the structure would be constructed of reinforced concrete and the earth fills supporting the stepped seating would be hydraulically packed. The gravel and rock for the construction would be taken directly from the arroyo. The

Page 16

south end of the stadium would remain open, allowing southwesterly breezes to cool the playing field. There would be ten roads leading to the stadium with room enough to park 20,000 automobiles. It would be accessed by an electric streetcar line.

The Pasadena Stadium had begun to take form.

Construction was originally scheduled to begin in the spring of 1921, but fundraising problems delayed the onset of construction for nearly a year. The proposed \$750,000 budget was beginning to appear an enormously unrealistic fundraising goal to Tournament leaders and Hunt scaled down his ambitious plans. Hunt conceived of a way to initially construct the stadium with largely temporary materials:

In the initial building phase, the only permanent construction was the twenty-five feet of cut and fill, the concrete for the tunnels, the floors for the box seats, and the walls separating the bleachers from the box seats. The bleacher floor was constructed of recycled lumber from the Tournament Park bleachers. Steam shovels being the only heavy equipment involved in the project, the cut and fill was accomplished with burros, horses and wagons; the burros hauled the earth while the horses compacted the fill. (Muntz, page 65)

Budget problems also caused Hunt to eliminate a grand facade of neoclassical arches which he had designed for the exterior elevation of the stadium. Instead, his arches were replaced by stone retaining walls, wooden fences, and wire mesh. Hunt had faith, however, that in time permanent construction would replace his temporary solutions to the budget constraints of the project. In order to scale-down costs, Hunt also eliminated two entrance tunnels from the scheme.

William Taylor, a friend of Leishman's and Hunt's and a member of the Toumament Association, was chosen as general contractor for the stadium project. In the remarkable speed of only nine months, Taylor and his construction crew completed the structure and readied it for the first football game played on its field. In October of 1922, the University of Southern California and the University of California at Berkeley met for an end of season game in the new structure. It was a trial run for the official grand opening of the stadium on January 1, 1923.

The first Tournament of Roses football game was played in the new stadium to great fanfare. All 57,000 seats were filled; fans had even broken through the southern fence to crowd the stadium. To the delight of the crowd, the University of Southern California trounced Pennsylvania State University fourteen to three. Harlan Hall, a reporter for the *Pasadena Star News*, and a member of the Tournament's public relations staff, had coined the name "Rose Bowl" for the spectacular new stadium. The appellation quickly caught-on and, within a year or two, it was universally utilized.

Rose Bowl Stadium HABS No: CA-2267

Page 17

The Rose Bowl Matures

As Rose Bowl football games became increasingly popular through the mid 1920s, the 57,000 seat capacity of the stadium became inadequate. As well, many of the temporary materials used to complete the stadium in 1922 had begun to deteriorate. A building program overseen by Myron Hunt was initiated in 1927 and substantial alterations were made to the structure. Within a few years, the south end of the bowl had been enclosed by the concrete-framed structure which faces today's visitors. With the addition, seating for the January 1, 1929 game was increased by 19,000 to a total of 76,000.

Myron Hunt and his firm Hunt and Chambers continued to be involved with design decisions at the stadium throughout the 1930s. Reconstruction continued during 1930 with the replacement of wood-on-earth seating by a concrete superstructure above the original earth berm and tunnels. The stadium risers and aisles were configured as they can be seen today, except that the north and south segments of the oval were not as high as the remainder of the bowl. The new risers added 10,000 more seats for a capacity of more than 80,000. The 1930 construction also included a new press box and scoreboards on the north and south rims. The scoreboards with their tile roofs exist today, although the faces have been altered several times.

The Rose Bowl was an important venue for the Los Angeles-based 1932 Olympic Games. A \$10,000 cycle track, designed by a French engineer and made of Oregon spruce, was constructed for the event. Four cycling events took place at the stadium -- the 1,000-meter time trials, the 1,000-meter scratch races, the 1,000-meter tandems, and the 4,000-meter pursuit races.

A Works Progress Administration (WPA) project initiated in 1936 was responsible for many physical improvements to the stadium. New construction included perimeter fencing, four pedestrian bridges, an administration building, and landscaping. The terraced rock walls that ring the stadium and currently serve as planters for a variety of vegetation were most likely constructed during this period. These walls were constructed above the original arroyo stone retaining wall.

It appears that after 1940, Myron Hunt was not involved with designing alterations to the Rose Bowl. After this time, stadium designs were handled by the City of Pasadena building department and a series of privately contracted architecture firms.

Several reconfigurations of seating in the 1930s and 1940s continued to increase available seating at the stadium. In 1949, the trademark neon "Rose Bowl" sign with rose logo was erected on the south face of the south score board. The same year, the north and south rims of the stadium were raised, producing a uniform outside rim for the first time, and increasing the seating capacity by more than 10,000 seats. By 1950, the Tournament of Roses Association

recorded seating of more than 100,000 seats.

In 1961, a new 285 feet long, two-story press box was erected, after years of embarrassingly inadequate press facilities. This was the most visually significant alteration to the stadium since the 1930s. In the late 1960s, the stadium's wooden benches were replaced by aluminum seating and a sophisticated new lighting system was installed.

The stadium was once again the venue of Olympic activity -- hosting soccer during the 1984 Los Angeles Olympics. Locker room facilities were remodeled, new concession stands built, and a seismic strengthening project was completed in anticipation of the games.

The Rose Bowl Court of Champions, which greets today's visitors on the south elevation of the stadium, was constructed in 1989.

In 1992, the fourth generation press box was erected, using the skeleton of the 1961 structure. A third level was constructed, along with all new exterior walls, and new interior partitions and finishes. The seating capacity was increased by more than 500 persons.

The playing field was widened in order to accommodate World Cup Soccer in 1994, altering seating configuration at the corners of the ellipse. Additionally, the two original exit tunnels at the northeast and northwest corners were reopened as part of the work completed for the World Cup. Proposed alterations to the stadium for the late 1990s include modification of the current scoreboards, and additions of two giant-screen videoboards.

Since its construction, the stadium has hosted the Toumament of Roses football game every year except one. In 1942, less than one month after the Japanese bombed Pearl Harbor, fear of another west coast attack caused Tournament officials to move the game east to Durham, North Carolina. The "Rose Bowl Game," as it has been known since the mid-1920s, has sold-out every year since 1947. Since that year, the Tournament of Roses has had a contract with the Pacific Ten Conference, and the Big Ten Conference, two of the country's major college football associations. The Rose Bowl Game is the annual meeting of the championship teams of both conferences.

The Rose Bowl Game has historically been, and continues to be, one of the most significant sporting events in American life. The first transcontinental radio broadcast of a sporting event occurred at the 1927 game. The first national telecast of a college football game took place at the 1952 game and the first coast-to-coast color telecast of a college football game occurred at the 1962 game. As American sports have become increasingly popular around the globe, the Rose Bowl Game has taken on international importance. The first satellite broadcast of an American football game to Europe took place at the 1968 game and the first to Asia in 1978.

Rose Bowl Stadium HABS No: CA-2267 Page 19

Aside from the annual Tournament of Roses game, the stadium has hosted a wide range of important public events since its construction, establishing itself as one of the primary public spaces of the region. Regular religious services, graduation exercises, Fourth-of-July fireworks, circuses, political rallies, tennis tournaments, and concerts have all taken place within the stadium.

SOURCES

Charleton, James H.. National Park Service, "National Register of Historic Places Inventory-Nomination Form, National Historic Landmark Nominations, The Rose Bowl." Washington, D.C.: October 18, 1984.

Gebhard, David and Winter, Robert. Los Angeles: An Architectural Guide. Salt Lake City, UT: Gibbs Smith Publisher, 1994.

Hamlin, Rick. Tournament of Roses, A 100 Year Celebration. New York: McGraw-Hill Book Company, 1988.

Hendrickson, John. Tournament of Roses: The First 100 Years, A History in Words and Pictures. Los Angeles: Knapp Press, 1989.

Kelly, Bob. The Tournament of Roses. Pasadena: Kelly Communications, 1989.

Main, Margaret Huntley. A Rose Queen is Forever, The Story of Pasadena's Tournament of Roses and its Queens. Diamond Springs, CA: Main Impressions, 1989.

Michelson, Herb. Rosebowl Football Since 1902. New York: Stein & Day, 1977.

Pasadena, City of. "Hazard Mitigation Grant Program Subgrantee Application." Pasadena, CA: May 8, 1995.

Pasadena Historical Museum. The Tournament of Roses and the Rose Bowl Today. Ephemera Box #39. No attribution.

Pasadena Historical Society. Pasadena's Super Athletes. Pasadena: Pasadena Historical Society, 1984.

Pasadena Oral History Project. Talking About Pasadena, Selections from Oral Histories. 1986.

Pasadena Tournament of Roses, Press Release. "Evolution of the Rose Bowl Stadium." (Pasadena, CA: undated).

Pasadena Tournament of Roses, Archive of historic photographs, 4 volumes.

Pasadena Tournament of Roses Association. "Summary on Press Box for Pasadena Rose Bowl." December 1961.

Pasadena Tournament of Roses, *Tournament of Roses*. Pasadena, CA: Tournament of Roses, c. 1972.

Pasadena Tournament of Roses. Tournament of Roses, The Rose Bowl Game, Our First 70 Years. Pasadena, CA: Tournament of Roses, c. 1960.

Pineda, M. and E.C. Perry. Pasadena Area History. Pasadena: Historical Publishing Co., 1972.

Samuelson, Rube. The Rose Bowl Game. New York: Doubleday, 1951.

Scheid, Ann. Crown of the Valley. Northridge, CA: Windsor Publications, 1986.

Shoop, C.F. Pasadena Community Book. Pasadena: A.H. Cawston, 1951.

Stiles, Maxwell. The Rose Bowl, A Complete Action and Pictorial Story of Rose Bowl Football. Los Angeles, CA: Sportsmaster Publications, 1946.

U. S. Department of the Interior, "News Release, Interior Secretary Designates 10 National Historic Landmarks." Washington, D.C.: March 9, 1987.

Ward, Michael E. Pasadena Tournament of Roses, America's New Year Celebration. New York, 1994.

Periodical Articles

Hunt, Myron. "The Making of A Stadium." California Southland, No. 30 (June 1922):10-11.

Hunt, Myron. "The Pasadena Stadium." California Life (October 21 1922):15-18.

"New Lighting for the Stadium." American City (April 1971).

Newspaper Articles

Los Angeles Times. "Great Bowl to Seat Thousands." (January 30 1921):1-2.

Pasadena Evening Post. "Stadium Choosing Committee to Get Busy." (March 24 1920):1

Pasadena Star News. "Dirt Moving for Great Stadium." (March 4 1922).

Pasadena Star News. "Stadium Portals to be Named for Pasadena's Clubs." (April 22 1922).

Pasadena Star News. "Stadium Will be Property of City." (April 29 1922).

Pasadena Star News. "Great Crowd at Stadium on Sunday." (April 21 1924):11,1.

Pasadena Star News. "Steel Truss Feature at New Bowl." (April 14 1927):II,1.

Pasadena Star News. "Rose Bowl's Addition is Growing." (September 3 1927).

Pasadena Star News. "Completed Rose Bowl Declared Best Stadium in West by Thousands Who Attend Night Games." (October 9 1930).

Pasadena Star News. "Cycle Track at Bowl is Started." (May 26 1932):II,1.

Pasadena Star News. "Rose Bowl Saved." (March 4 1938).

Pasadena Star News. "Bowl Office Building is Completed." (July 23 1940).

Pasadena Star News. "Scrip Plan Asked to Enlarge Rose Bowl." (June 24 1947).

Pasadena Star News. "Rose Bowl to Be Identified By Sign Visible Day, Night." (October 18 1949).

Pasadena Star News. "City Votes Rose Bowl Extension." (October 19, 1948).

Pasadena Star News. "Rose Bowl Area to Be Beautified." (September 6, 1956).

Pasadena Star News. "Dedication Services Held for Rose Bowl Press Box." (December 27, 1961).

Pasadena Star News. "\$400,000 Plan Unveiled to Improve Rose Bowl." (May 29, 1968):9.

Pasadena Star News. "City Directors OK \$4 Million Face Lift for Bowl." (December 29 1982).

Pasadena Union. "More Seats for the Rose Bowl." (September 13 1972).

Southwest Builder and Contractor. "Channel of River Will Be Moved to Build Great Stadium in

Arroyo Basin at Pasadena." (April 22 1921):10-11.

<u>Video</u>

Pasadena Centennial Coordinating Committee. Pasadena, A Heritage to Celebrate. Written, Produced and Directed by Paul Bockhorst. Pasadena: Pasadena Unified School District, 1986.

HISTORIC DRAWINGS

Pasadena Public Library

1. Blueprint

Half Foundation Plan (west)

4/15/21

1'=1/16"

(A photographic copy of this drawing can be found in the HABS field records for this project)

2. Blueprint

Transverse and Longitudinal Sections

4/15/21 and 3/3/22

1'=1/16"

(A photographic copy of this drawing can be found in the HABS field records for this project)

3. Blueprint

Press Box Plans / Elevations

5/26/30

1'=1/4"

4. Blueprint

Press Box Plans / Elevations

5/26/30

1'=1/4"

5. Blueprint

Steel Diagram

5/26/30

1'=1/4"

6. Blueprint

Press Box Details, Toilets

5/26/30

1'=1/4"

7. Blueprint General Plan

5/26/30

1'=1/4"

8. Blueprint

Plan of a Portion of the Seating

5/26/30

1'=1/4"

9. Blueprint

Schematic Plan of Overall Stadium Showing New Footprint

5/26/30

1'=1/4"

(A photographic copy of this drawing can be found in the HABS field records for this project)

10. Blueprint

Seating Plan Overlay on Topo Map

5/26/30

1'=1/4"

11. Blueprint

Detail Plans, Elevations, Sections of Tunnels, Light Towers

5/26/30

1'=1/4"

12. Blueprint

Scoreboard Detail

5/26/30

1'=1/4"

Rose Bowl Operating Company Archives

1. Blueprint

Press Box

Plans, Sections

8/31/60

- 2. Set of Engineering Drawings
 Seismic Strengthening of South End
 No Dates (ca. 1982)
- 3. Set of Blueprints
 Press Box Renovation
 Mechanical, Electrical
 1992

Huntington Library

- 1. Blueprint
 Topo Map (Includes, stadium, Brookside Park, and much of Arroyo Seco)
 4/15/21
 1"=200'
- 2. Blueprint
 Half Foundation Plan (east)
 4/15/21
 1'=1/16"
- 3. Blueprint
 Half Foundation Plan (west)
 4/15/21
 1'=1/16"
- 4. Blueprint
 Half Plan of Construction
 4/15/21
 1'=1/16"
- 5. Blueprint
 Half Plan and Elevations
 4/15/21
 1'=1/16"
- 6. Blueprint
 Transverse and Longitudinal Sections
 4/15/21
 1'=1/16"

7. Blueprint Sections (variety of details) 4/15/21 1'=1/4"

8. Blueprint
Sections (showing seat construction, fill, etc.)
4/15/21
1'=1/4"

9. Blueprint
Sections (through tunnels)
4/15/21
1'=1/4"

10. Blueprint
Framing Plan and Structural Sections
4/15/21
1'=1/16"

HISTORIC PHOTOGRAPHS

UCSB Architectural Drawings Collection

Plan of seat sections	May 16, 1921
Myron Hunt with model of stadium	1921
Stadium reconstruction	ca. 1930
Tournament of Roses Association	
Construction; view: north	1922
Construction; view: north	1922
Construction; view: northeast	1922
Construction; view: east	1922
Aerial of construction	1922
Football game; view: northeast	1923
Aerial of stadium with open south end	ca. 1925
Interior view showing construction of south end; view: south	ca. 1928
Football game with Pasadena homes in distance; view: northeast	1931
Olympic bicycle track; view: south	1932
Stadium with second press box; view: east	1934
New press box; view: west	1961
New press box; view: southwest	1961
New press box, interior; view: south	1961
New seating	1969
New seating	1969
South end of stadium; view: north	1975
Olympic banners; view: north	1984
Construction of the Court of Champions; view: north	1989
Los Angeles Central Library	
Interior after reconstruction; view: north	1939
Aerial view after reconstruction	ca. 1940

Pasadena Public Library

Scrapbook of original construction photographs 1922 (Photographic copies of these photographs can be found in the HABS field records for this project)

City of Pasadena, Urban Conservation Archives South end showing new structural elements 1949 University of Southern California Special Collections Rose Bowl game 1955

This Historic American Buildings Survey documentation was prepared as a mitigation measure in response to the Rose Bowl Improvements Project, a Rose Bowl Stadium construction project which began in late 1996. This documentation was researched, written, and produced by the principals and staff of Historic Resources Group, a Southern California-based historic preservation consulting firm. Participants included principals Christy Johnson McAvoy and Peyton Hall, as well as preservation planners Eugenia Woo and Bill Adair. Tavo Olmos, of Positive Image Photographic Services, was responsible for photographic documentation. This documentation was submitted to the National Park Service in April, 1997.

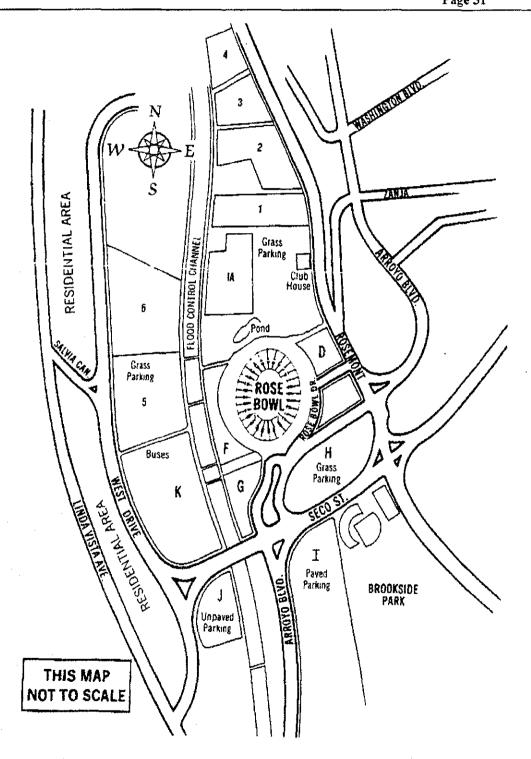


Figure 1. Rose Bowl Stadium Site Plan

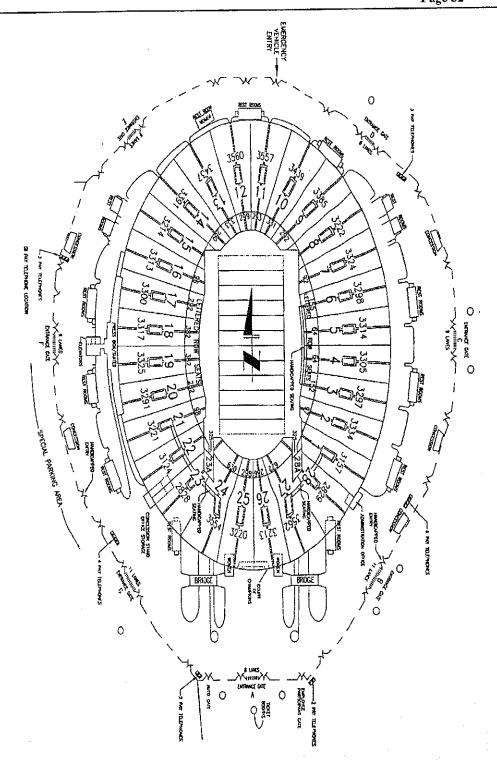


Figure 2. Rose Bowl Stadium Plan